MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/ 2019

BIS2814 – MANAGEMENT INFORMATION SYSTEMS
(Distance Education)

29 MAY 2019
9.00 a.m –11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consist of **THREE (3)** pages (including the cover page).

2. Answer **ALL** questions. The marks distributions are given in parentheses.

3. Write all your answers in the **Answer Booklet** provided.

Question 1

a. Describe how management information systems (MIS) are transforming business today.

(15 marks)

b. You have been shortlisted for an interview to work in Starbucks Coffee Company in Malaysia. In the interview, you were asked to suggest five (5) possible innovative technology applications to attract more customers and improve customer retention rate in Starbucks chain stores. Write a short summary of your ideas and suggestions with strong justifications.

(10 marks)

(Total : 25 Marks)

Question 2

a. Define the following (2 marks each):
   1. Cloud Computing
   2. Data Mining
   3. Industrial Revolution 4.0
   4. Business-to-Business
   5. Social Shopping

(10 marks)

b. Smart wearables market is expected to double by 2020 becoming a $27 billion + market with 233 million unit sales (www.forbes.com). Discuss five (5) points on how smart wearables change how we work.

(15 marks)

(Total : 25 Marks)

Question 3

a. Recommend ONE (1) key success factor of the following two e-commerce giants (5 marks each):

    i.   Airbnb

    ii.   Google

(10 marks)

b. Differentiate between Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM). Support your answer with a diagram for each.

(10 marks)

c. Distinguish between a data, information and knowledge. Support your answer with examples.

(5 marks)

(Total : 25 Marks)

Question 4

a. Discuss the Management, Organization, and Technology issues to be addressed when implementing management information systems in a higher education institution.

(10 marks)

b. Big data adoption in enterprises has soared from 17% in 2015 to 59% in 2018 (www.forbes.com). Discuss TWO (2) benefits of data analytics to the following categories of industry (5 marks each):

    i.   Banking

    ii.   Retail

    iii.   Healthcare

(15 marks)

(Total : 25 Marks)

End of Paper